

FOR IMMEDIATE RELEASE

Heritage Auction Galleries Switches to LiquidPixels Dynamic Imaging

ROCHESTER, NY – November 3, 2008 – LiquidPixels, Inc. and Heritage Auctions, Inc. are pleased to announce Heritage Auctions' adoption of LiquiFire[®] dynamic imaging solutions on their award-winning website, HA.com. Heritage Auction Galleries is the world's largest auctioneer of collectibles, and is the world's third largest auction house.

Heritage launched its first website in 1997; web sales and auctions now average over \$25,000,000 each month and are a significant profit center for Heritage. Heritage's image-rich site is a multiple recipient of Forbes Magazine's Best of the Web recognition and, in 2008, was once again awarded the Numismatic Literary Guild's Best Dealer Web Site.

"At Heritage, we are the only numismatic auction house that combines traditional floor sales with interactive Internet bidding," says Paul Minshull, COO for the Heritage companies and affiliates. "It is critical that our bidders be provided a detailed visual confirmation of items prior to purchase. The pan-and-zoom capability we offer with LiquiFire is worlds ahead of other tools – a tremendous improvement for us. Collectors can examine an item at levels of magnification similar to how they would for an in-person inspection. Product stability and support, as well as the feature depth and breadth of their offerings, make LiquidPixels an ideal partner for our IT web team."

LiquidPixels CEO, Steve Kristy, was pleased to learn that customers in Heritage's online forums were discussing the changeover to LiquidPixels, "We can detail the technical strengths and ease of use characteristics of our products, but in the end, Internet sales are all about turning a shopper into a buyer. When customers can better visualize a product, the results are measured in dollars."

The next steps for Heritage Auction Galleries will be to apply LiquiFire's capabilities to create a next generation online catalog. In addition to U.S., world, and ancient coins, Heritage Auction Galleries deals in decorative and fine art, autographs, comics and comic art, currency, entertainment memorabilia, historical collections, jewelry and timepieces, movie posters, pop culture items, sports collectibles, and stamps.



About Heritage Auction Galleries

Heritage Auction Galleries is the world's third largest auction house, and by far the largest auctioneer of rare collectibles, with annual sales over \$600 million, and 400,000+ registered online bidder members. For more information about Heritage's auctions, and to join and gain access to a complete record of prices realized, along with full-color, enlargeable photos of each lot, visit HA.com.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

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